

Message Text

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PAGE 01 BRASIL 05068 231725Z

54

ACTION AGR-10

INFO OCT-01 ARA-10 ISO-00 EB-07 (ISO) W
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P R 231500Z JUN 75

FM AMEMBASSY BRASILIA

TO USIA WASHDC PRIORITY

INFO SECSTATE WASHDC PRIORITY 9948

AMCONSUL SAO PAULO PRIORITY

AMCONSUL RIO DE JANEIRO

UNCLAS BRASILIA 5068

USIAC

FOR: IPS/PL

STATE PASS AGRICULTURE

E.O. 11652: N/A

TAGS: OVIP (BUTZ), BR

SUBJECT: CHANGES IN SECRETARY BUTZ'S SAO PAULO ADDRESS

1. POST ASSUMES, FROM REFERENCED MESSAGE, THAT IPS WILL PROVIDE WIRELESS FILE LEADS AND NONE NEED BE FILED FROM BRAZIL. WE HAVE NO RPT NO CHANGES IN BUTZ RIO ADDRESS TEXT.

2. HERewith CHANGES IN FINAL SAO PAULO SPEECH TEXT. (POST SUGGESTS IT WOULD FACILITATE WORK ON SUCH TEXTS IF THE GRAPHS WERE NUMBERED.)

(BEGIN TEXT)

1. FIRST PARAGRAPH, SECOND SENTENCE, CHANGE TO READ THERE ARE QUALITIES OF ENERGY AND ENTERPRISE THAT ARE VERY IMPRESSIVE SUBSTITUING FOR THE PHRASE XXX THAT REMIND ME OF MY OWN COUNTRY.

2. DELETE PARAGRAPH FIVE BEGINNING XXX BRAZIL'S AGRICULTURE DEVELOPED XXX AND SUBSTITUTE THE FOLLOWING NEW PARAGRAPH:

"AGRICULTURE DEVELOPED ALONG ENTIRELY DIFFERENTE LINES IN BRAZIL, WHERE THERE EVOLVED A SOCIETY OF CLARGE FARMERS

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PAGE 02 BRASIL 05068 231725Z

PERFORMING A MAJOR LEADERSHIP ROLE. LAND HOLDINGS WERE

LARGER, AND THE MAJOR CROPS WERE GROWN FOR EXPORT -- SUGAR, COFFEE, COCOA, AND COTTON. ULTIMATELY, COMPETITION FROM SUGAR PRODUCERS IN THE CARIBBEAN STIMULATED THE GROWTH OF A CATTLE INDUSTRY IN MARANHÃO AND PARA. AND TODAY, BRAZIL IS DIVERSIFYING AND MOVING AWAY FROM HEAVY DEPENDENCE ON COFFEE, SUGAR, AND COCOA. THIS TREND IS REFLECTED IN THE LARGE INCREASES IN PRODUCTION OF RICE, CORN, AND BEANS. AT THE SAME TIME, BRAZIL IS EMPHASIZING SOYBEANS, BEEF, AND CITRUS PRODUCTS FOR EXPORT."

PICK UP WITH SIXTH GRAPH BEGINNING XXX NOTWITHSTANDING THE HISTORICAL XXX.

3. DELETE PARAGRAPH ELEVEN BEGINNING XXX IF THE PRESENT RATE OF URBAN GROWTH XXX WITH THE FOLLOWING NEW PARAGRAPH; "THE PRESENT RATE OF URBAN GROWTH IN BRAZIL INDICATES THAT TWO-THIRDS OF ITS PEOPLE WILL BE LIVING IN URBAN-SUBURBAN AREAS WITHIN ANOTHER FIVE YEARS. WITH RISING INCOMES AND CHANGING TASTES, BRAZIL'S EXPANDING URBAN POPULATION WILL REPRESENT A GROWING OPPORTUNITY FOR THE QUALITY, CONVENIENCE, AND DEPENDABILITY OFFERED BY U.S. FOOD EXPORTERS." PICKUP WITH THIRTEENTH GRAPH BEGINNING XXX BRAZIL'S ECONOMIC GAINS XXX.

4. DELETE FOURTEENTH GRAPH BEGINNING XXX ARE INTERESTED XXX AND SUBSTITUTE WITH FOLLOWINGC "WE SHARE MANY PARALLEL INTERESTS WITH THE GOVERNMENT OF BRAZIL IN THE MULTILATERAL TRADE NEGOTIATIONS. OURS ARE BOTH CONTINENTAL SIZE NATIONS WHERE AGRICULTURAL EXPORTS ASSUME IMPORTANT SHARES OF OUR TRADE TOTAL. BOTH OF OUR NATIONS ARE CONCERNED ABOUT LOWERING PROTECTIVE LEVELS THAT WORK AGAINST OUR EXPORTS OF FOODSTUFFS. BOTH OF US ARE INTERESTED IN WORKING TOWARD A GENERAL LIBERALIZATION OF AGRICULTURAL TRADE. IN SUM, MAJOR AGRICULTURAL EXPORTERS SUCH AS BRAZIL AND THE U.S. HAVE A PARTICULARLY LARGE STAKE IN AN EXPANDING WORLD TRADE." PICK UP WITH FIFTEENTH GRAPH BEGINNING XXX WE ARE CONCERNED XXX.

5. IN TWENTY-FIFTH PARAGRAPH BEGINNING XXX AN OBVIOUS ANSWER XXX, IN THIRD SENTENCE BEGINNING XXX JUST AS IMPORTANT XXX DELETE THE PHRASE XXX OF A FREE-HOLD SYSTEM XXX.

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PAGE 03 BRASIL 05068 231725Z

6. DELETE PARAGRAPH TWENTY-SIX BEGINNING WITH XXX THE FREEDOM TO FARM XX THROUGH FIRST SENTENCE OF TWENTY-SEVENTH GRAPH BEGINNING XXX IN THE UNITED STATE XXX AND SUBSTITUTE FOLLOWING NEW GRAPH: "WE REALIZE THAT AROUND THE WORLD, DIFFERING ECONOMIC AND SOCIAL SITUATIONS HAVE LED TO VARYING LEVELS OF CONTROLS OVER PRODUCTION, PRICES, MARKETING AND EXPORTS. WE HAVE NOT ALWAYS BEEN FREE OF

GOVERNMENT-ADMINISTERED CONTROLS IN THE UNITED STATE."
PICK UP IN SAME GRAPH WITH SENTENCE OF TWENTY-SEVENTH
GRAPH BEGINNING XXX NEVERTHELESS, THE FREEDOM PRINCIPLEXXX.

7. IN PARAGRAPH 30, BEGINNING XXX SINCE 1973 XXX,
THIRD SENTENCE BEGINNING XXX THIS YEAR MMM CHANGE TO READ:
THIS YEAR, WHEAT AGREAGE IS UP BY ALMOST ONE MILLION HECTARES XXX,
DELETING 8 MILLION HECTARES.
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